



Alberta Tourism Quick Facts

April 2007

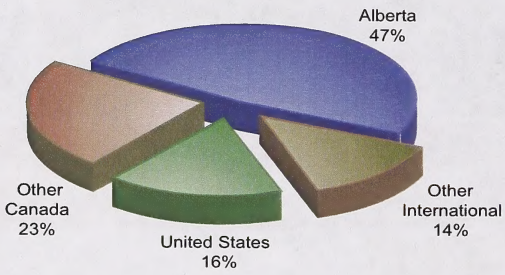
TOURISM

Alberta Tourism Receipts



Tourism activity staged a strong recovery in 2004, following a major decline in 2003. Tourism revenues increased just over 14 percent in 2004 to reach \$5.0 billion.

Tourism Receipts by Market - 2004



Total: \$5.0 billion

ECONOMIC IMPACTS - 2004

- \$4.96 billion in tourism revenues.
- Tax revenue of \$2.32 billion - \$1.45 billion federal, \$635 million provincial and \$237 million municipal.
- Supports 103,000 jobs in Alberta (46,000 direct, 57,000 indirect and induced).

TRAVEL BY MARKET

Visitor Origin 2004

(Number of trips where one or more nights were spent in Alberta, '000s)

Canada	9,336
Alberta	6,458
British Columbia	1,109
Saskatchewan	767
Ontario	580
Other Canada	422
United States	1,026
Washington	82
California	97
Montana	89
Texas	48
Oregon	34
Other United States	676
Europe	418
United Kingdom	228
Germany	76
Other Europe	114
Asia / Pacific	314
Japan	87
Australia	54
Other Asia / Pacific	173
Other Countries	36

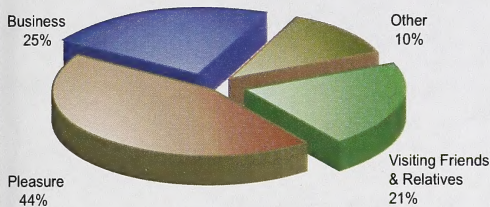
SPENDING BY MARKET

Average Spending Per Person in Alberta, 2004
(Overnight visits)

Resident of:	\$
Alberta	202
Saskatchewan	284
British Columbia	313
Ontario	618
United States	745
Japan	773
Germany	888
United Kingdom	1,113

VISIT EXPENDITURE BY PURPOSE OF TRIP

**Overnight Spending in Alberta
by Main Purpose - 2004**



ACCOMMODATIONS

There are approximately 1,200 hotels and motels in Alberta. The overall annual accommodation occupancy rate in 2005 was 68.7%.
(Source: Pannell Kerr Forster)

Within Alberta's provincial parks and recreation areas are over 200 campgrounds. In addition, there are 28 campgrounds in the National Parks, operated by Parks Canada.

There are approximately 450 privately/municipally owned campgrounds in the province.

VISITOR INFORMATION CENTRES

Alberta Tourism, Parks, Recreation & Culture operates ten Travel Alberta Visitor Information Centres located at key entry points into the province.

In addition, there are over 120 visitor information centres located throughout the province operated by the local municipality or region.



ALBERTA, CANADA

Population: 3.4 million (2006)

Area: 661,000 km²

Edmonton population 1,016,007 (2005)

Calgary population 1,060,297 (2005)

Tourism Development Branch encourages the growth and expansion of marketable tourism products and the development of new and enhanced destinations by:

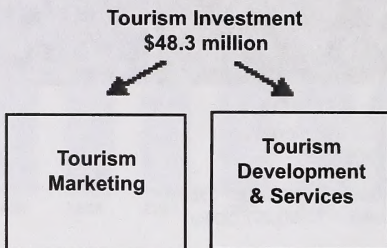
- Partnering with industry, municipalities, and others to develop strong destinations throughout Alberta, particularly in rural areas;
- Working with the Aboriginal community to develop Aboriginal tourism product;
- Providing business advisory services to existing tourism operators and start-up proponents;
- Promoting increased investment in Alberta's tourism industry;
- Positioning land for tourism development; and
- Facilitating a supportive regulatory and policy environment.

You can learn more about these services on our website at:

www.alberta-canada.com/tourism/tourismDevelopment

TOURISM MARKETING STRUCTURE

Through a number of initiatives, the province will invest \$48.3 million into tourism in 2006/07.



Alberta Tourism, Parks, Recreation & Culture is responsible for tourism development, research and visitor services.

The Strategic Tourism Marketing Council (STMC), provides strategic direction for tourism marketing by directing the development of the Strategic Tourism Marketing Plan (STMP).

Travel Alberta provides assistance to the STMC and is responsible for implementation and coordination of marketing plans. Travel Alberta also allocates funding to support marketing and operations for each of the six Tourism Destination Regions:

Alberta North
1.800.756-4351

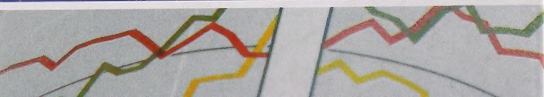
Alberta Central
1.888.414-4139

Alberta South
1.888.486-8722

Calgary and Area
1.800.661-1678

Rocky Mountain
1.403.762-0279

Edmonton and Area
1.800.463-4667



MAJOR ATTRACTIONS

(2006 ATTENDANCE)

National Parks:

- Banff - 3,164,900 (2005)
- Jasper - 1,908,000 (2005)
- Waterton - 364,900 (2005)

Other Attractions:

- Calgary Zoo - 1,228,200
- Canadian Finals Rodeo, Edmonton - 95,600
- Drumheller Royal Tyrrell Museum - 361,100
- Edmonton Grand Prix - 176,400
- Royal Alberta Museum - 210,200
- Spruce Meadows (5 events) - 444,500
- Telus World of Science Edmonton - 625,000

MAJOR & REGIONAL EVENTS

- Waterton Wild Flower Festival, Waterton Lakes National Park
June 15 - 24, 2007
- 29th Annual North Country Fair, Lesser Slave Lake
June 22 - 24, 2007
- Great Canadian Death Race, Grande Cache
August 4 - 7, 2007
- Canadian Professional Chuckwagon Association (CPCA) - Pro Tour Finals, Lloydminster
August 16 - 19, 2007
- Thunder in the Valley Drag Racing, Drayton Valley
September 1 - 2, 2007
- The Masters Show Jumping, Spruce Meadows
September 5 - 9, 2007

INTERNATIONAL EVENTS

Alberta regularly hosts international events and activities. Some of the upcoming major events include:

- 2007 Ford World Men's Curling Championship, Edmonton
March 31 - April 8, 2007
- 2007 Grand Prix of Edmonton
July 20 - 22, 2007

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